

DO YOU INHALE?

Then you're better off
smoking **PHILIP MORRIS**

AMERICA'S FINEST CIGARETTES

CALL FOR **PHILIP MORRIS**

2-8-7-1

DO YOU INHALE?

Then you're better off
smoking **PHILIP MORRIS**

Because Philip Morris is
proved definitely less irritating,
definitely milder than
any other leading brand!

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2-8-7-1

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**NO CIGARETTE
HANGOVER**

means MORE
SMOKING PLEASURE!



Because Philip Morris is definitely
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PROVE IT YOURSELF!

Take the
PHILIP MORRIS NOVA TEST
right now using Philip Morris Novas.

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